

社交红利

徐志斌 著

中信出版社 CHINA CITIC PRESS

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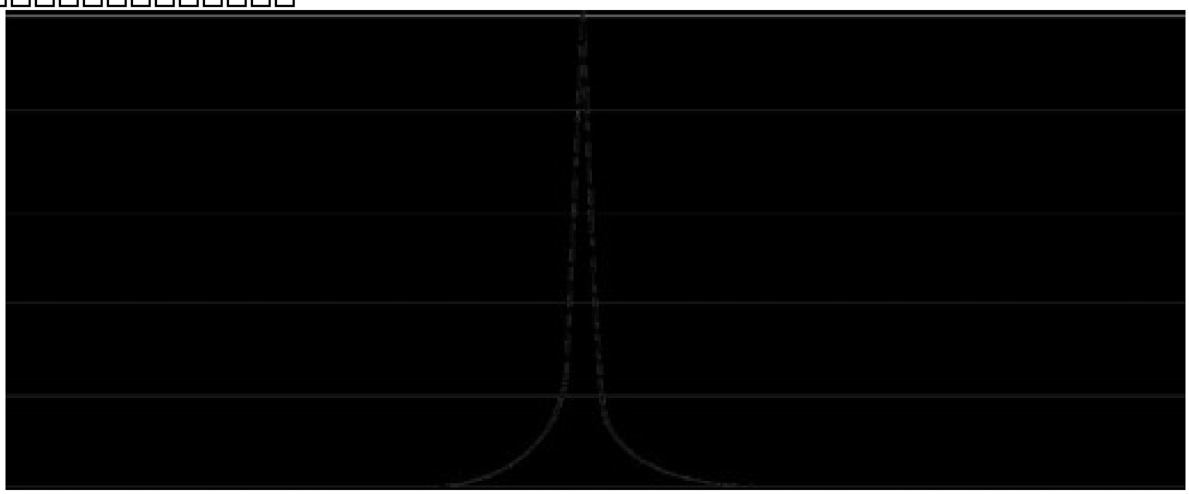
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社交红利

第一章

社交红利时代开启

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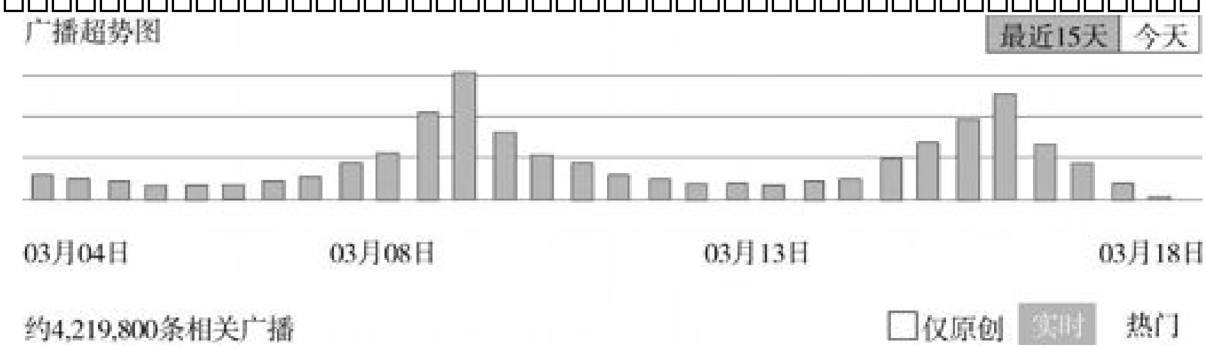
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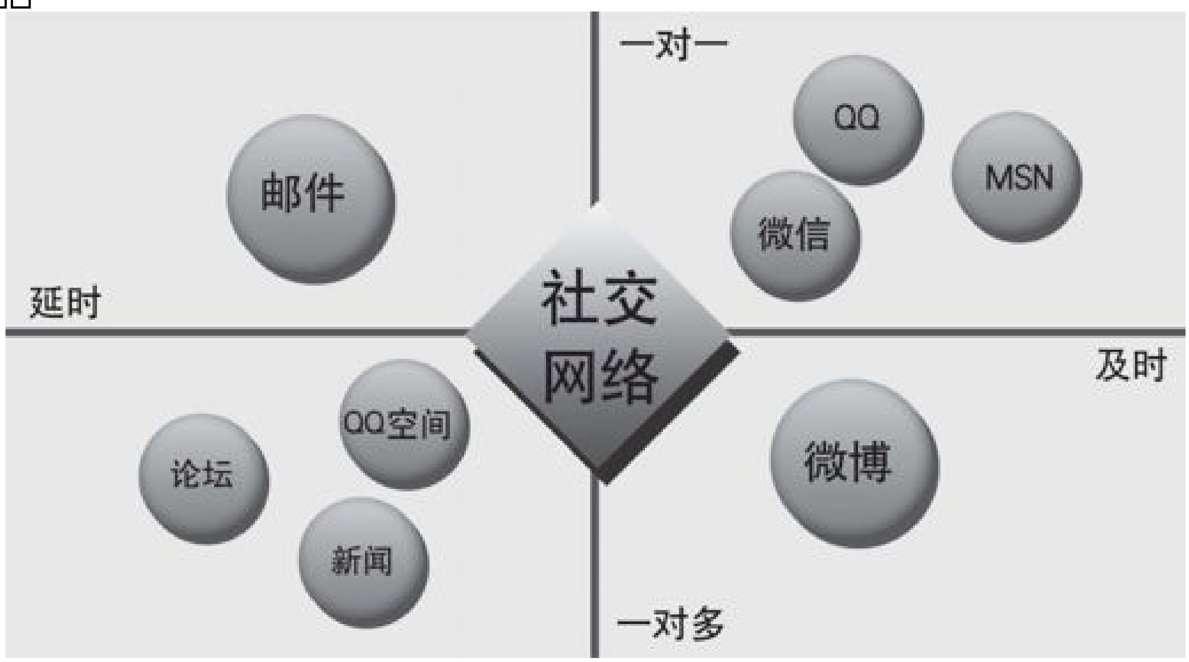
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广播超势图
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03月08日
03月13日
03月18日
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一对一
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社交红利

第二章

信息的重量

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腾讯微博用户top25的标签名
腾讯微博用户自定义标签极具生活气息
低调
完美主义
爬山
韩剧
小说
K歌
游戏
听音乐
美食
旅游
爱狗
爱睡觉
上网
看电影
狂吃不胖
偶像剧
三分钟热度
动漫
看书
努力ING

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2013[illegible]3[illegible]6[illegible]“[illegible]”[illegible]

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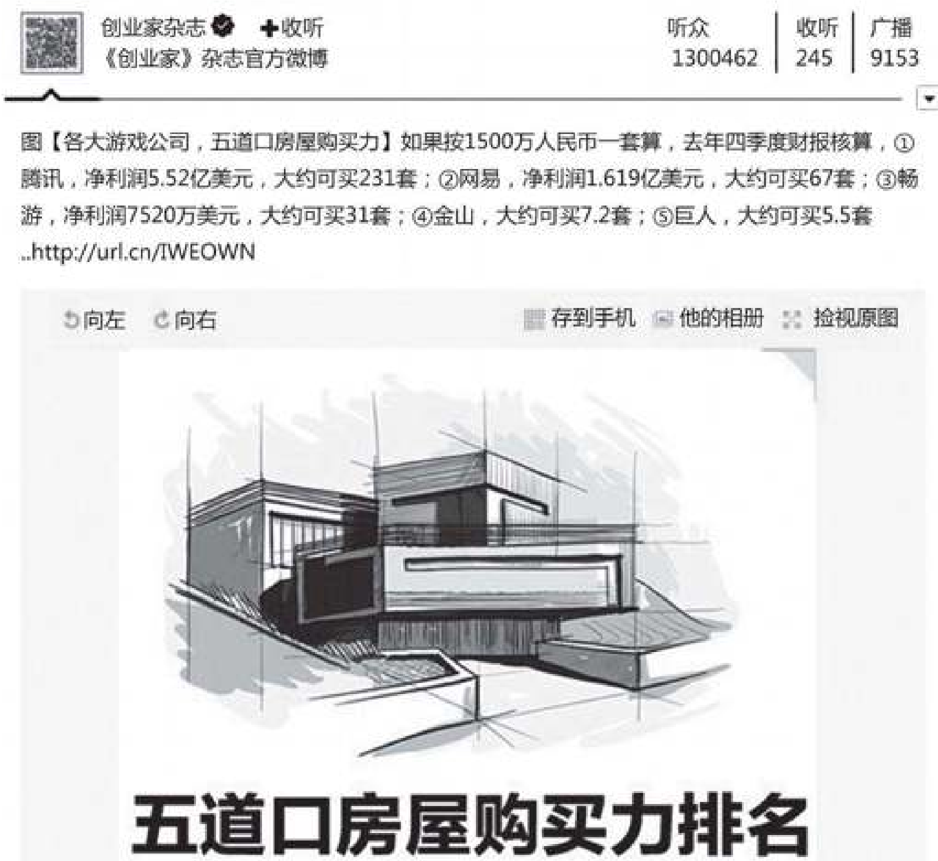
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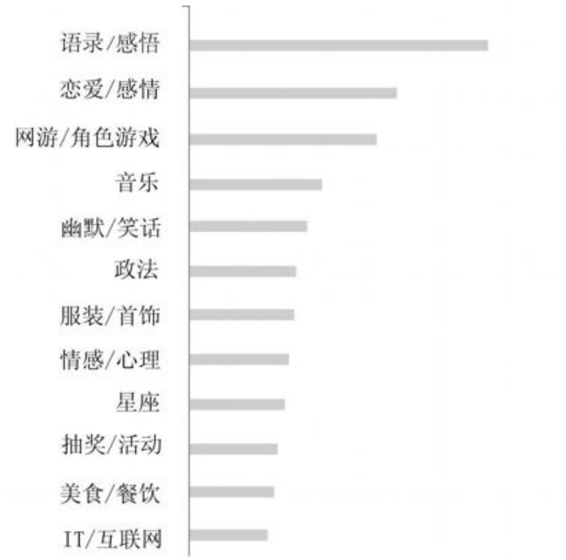
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语录/感悟
政法
恋爱/感情
音乐
网游/角色游戏
IT/互联网
幽默/笑话
抽奖/活动
情感/心理
美食/餐饮
天气
养生/保健

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语录/感悟
恋爱/感情
政法
音乐
网游/角色游戏
幽默/笑话
服装/首饰
美食/餐饮
情感/心理
抽奖/活动
IT/互联网
星座

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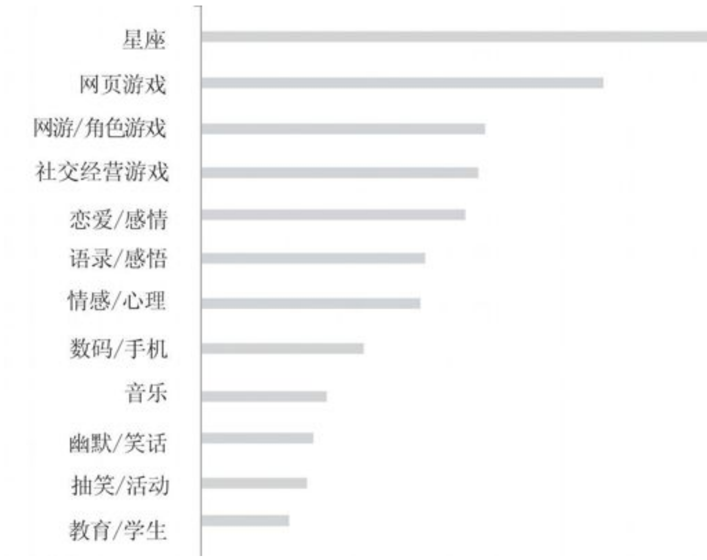
语录/感悟
恋爱/感情
网游/角色游戏
音乐
幽默/笑话
政法
服装/首饰
情感/心理
星座
抽奖/活动
美食/餐饮
IT/互联网

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语录/感悟
网游/角色游戏
恋爱/感情
社交经营游戏
音乐
幽默/笑语
情感/心理
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抽奖/活动
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教育/学生

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美丽说：连体裤简单又能时尚，兼具裤装的帅气利落，又免去了搭配烦恼，美丽原本就该如此轻松！→【连体裤】点击逛>>>http://url.cn/EqODoy
向左
向右
存到手机
她的相册
查看原图
美丽说
meilishuo.com
陪你美丽每一天！
微信二维码

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日期	分享消息量	互动次数	互动百分比	点击播放次数	点击播放比
2013/4/19	90, 688	5, 295	5. 8%	1, 729, 388	19. 1
2013/4/18	89, 786	11, 604	12. 9%	1, 741, 120	19. 4
2013/4/17	83, 207	3, 216	3. 9%	1, 340, 337	16. 1
2013/4/16	83, 639	4, 097	4. 9%	1, 841, 490	22. 0
2013/4/15	83, 990	9, 240	11. 0%	2, 007, 136	23. 9
2013/4/14	94, 720	12, 768	13. 5%	1, 612, 788	17. 0
2013/4/13	92, 020	5, 093	5. 5%	889, 661	9. 7
2013/4/12	86, 390	3, 574	4. 1%	640, 907	7. 4

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#找你妹#建议玩十分钟，休息一波动时。
+收听
向左
向右
存到手机
的相册
查看原图
找你妹
Available on the
iOS & Android
找你妹手机版 4月30日 00:02阅读(4)
转播 | 评论 | 更多



社交红利

第三章

关系链壁垒

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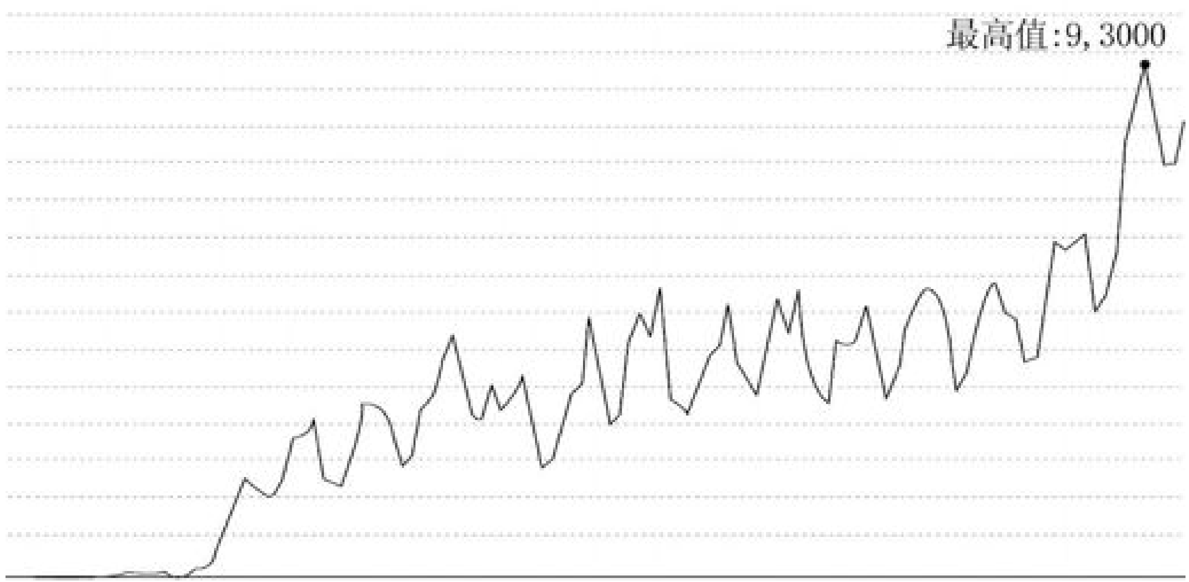
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日期	创建次数	环比	创建URL个数	新创建次数	新创建URL个数	点击次数	点击URL个数
2012/7/1	4,990	-0.5%	3,182	907	907	11.135	5,008
2012/5/30	5,015	-15.8%	3,178	300	800	12,595	5,732
2012/5/29	5,957	-39.2%	3,124	1,794	1,794	17,092	6,029
2012/5/28	9,800	60.3%	3,423	2,295	2,295	18,255	5,525
2012/5/27	5,114	-51.9%	3,219	1,628	1,528	15,133	5,566
2012/5/26	12,704	159.2%	3,512	1,987	1,987	18,301	6,353
2012/5/25	4,902	15.2%	3,013	1,365	1,365	15,327	5,842

写消息总数	环比	原创次数	当天消息当天被转	当天消息当天被评
3,503	1.7%	3,502	1,473	178

创建次数	环比	创建URL个数	新创建次数	新创建URL个数	点击次数	点击URL个数	一键分享数	用户手动发布数
150,422	3.9%	71,263	34,419	34,419	811,050	140,148	130,000	20,000



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[illegible]+[illegible]IP[illegible]35%[illegible]

创建次数	环比	创建URL个数	新创建次数	新创建URL个数	点击次数	点击URL个数
150,422	3.9%	71,263	34,419	34,419	811,050	140,148
创建次数	环比	创建URL个数	新创建次数	新创建URL个数	点击次数	点击URL个数
1,868	-7.9%	1,640	828	828	21,024	7,870
创建次数	环比	创建URL个数	新创建次数	新创建URL个数	点击次数	点击URL个数
86	-25.2%	75	43	43	457	154

[illegible]81[illegible]2012[illegible]7[illegible]200[illegible]390[illegible]

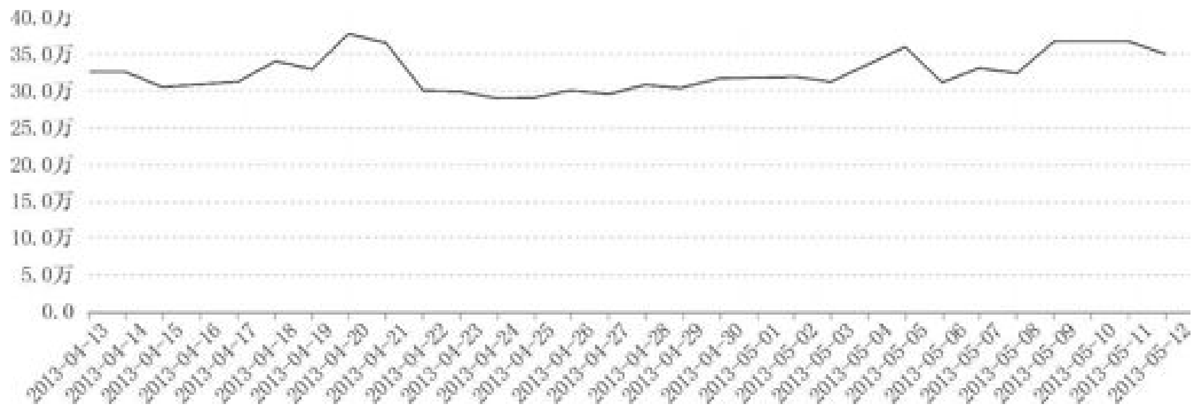
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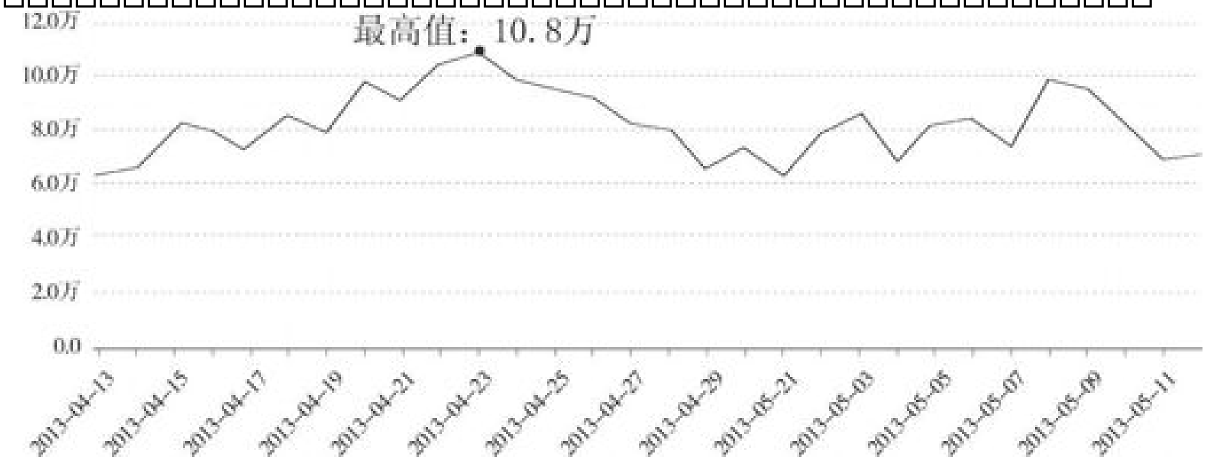
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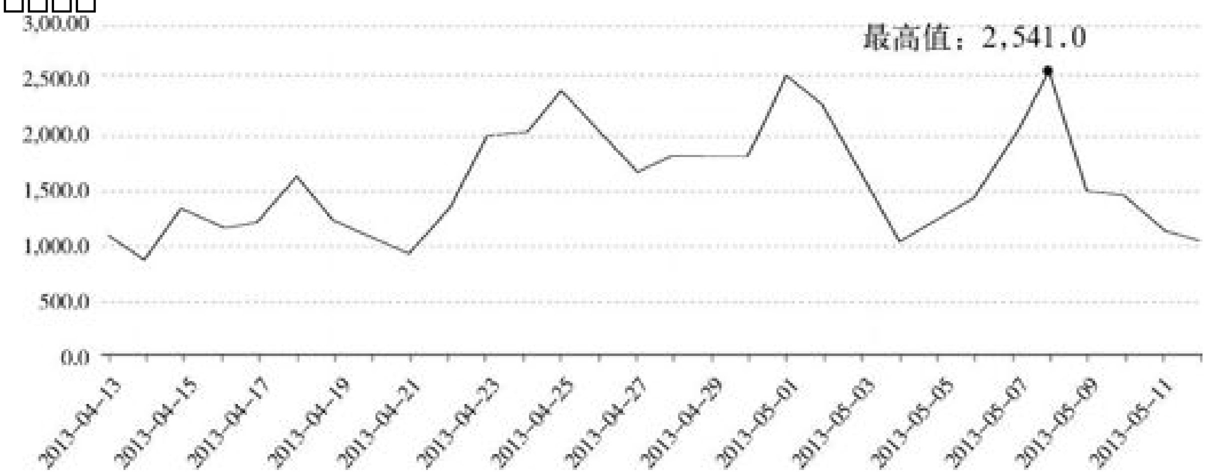
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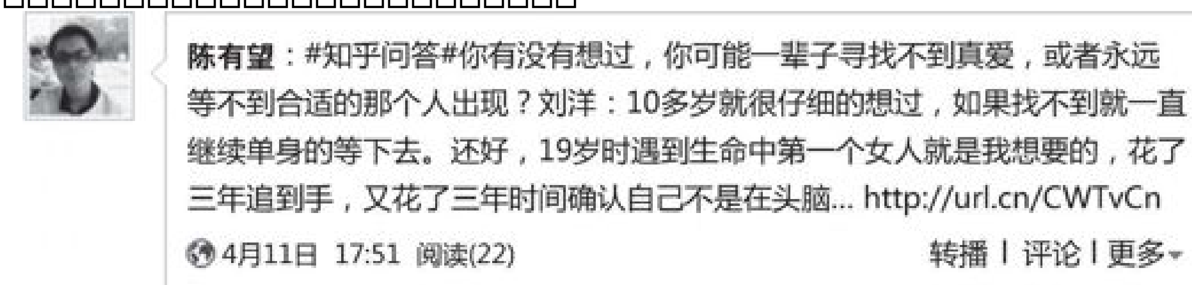
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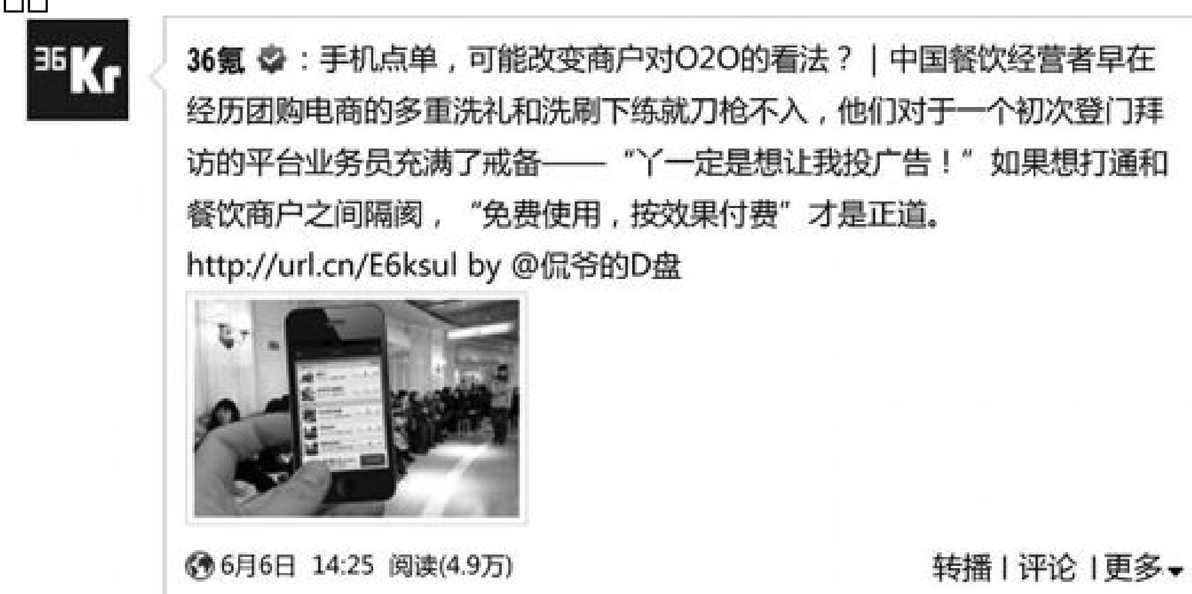
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陈有望：#知乎问答#你有没有想过，你可能一辈子寻找不到真爱，或者永远等不到合适的那个人出现？刘洋：10多岁就很仔细的想过，如果找不到就一直继续单身的等下去。还好，19岁时遇到生命中第一个女人就是我想要的，花了三年追到手，又花了三年时间确认自己不是在头脑... http://url.cn/CWTvCn
4月11日 17:51 阅读(22)
转播 | 评论 | 更多

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36Kr
36氪：手机点单，可能改变商户对O2O的看法？ | 中国餐饮经营者早在经历团购电商的多重洗礼和洗刷下练就刀枪不入，他们对于一个初次登门拜访的平台业务员充满了戒备——“丫一定是想让我投广告！”如果想打通和餐饮商户之间隔阂，“免费使用，按效果付费”才是正道。
http://url.cn/E6ksul by @侃爷的D盘
6月6日 14:25 阅读(4.9万)
转播 | 评论 | 更多

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尚进：你们看不到真正的少林，功夫变成杂耍，不是功夫的错，是杂耍的错。中国永远有脊梁｜｜#我在看新闻#《图说：拷问少林功夫》在“功夫经济”的旗帜下，少林功夫难以保证它的“原生态”。http://url.cn/Hzxwof
+收听
向左 向右
存到手机 他的相册 查看大图
http://t.qq.com/shangjin
5月17日 09:19阅读(21万) 全部转播和评论(74) 转播 评论 更多

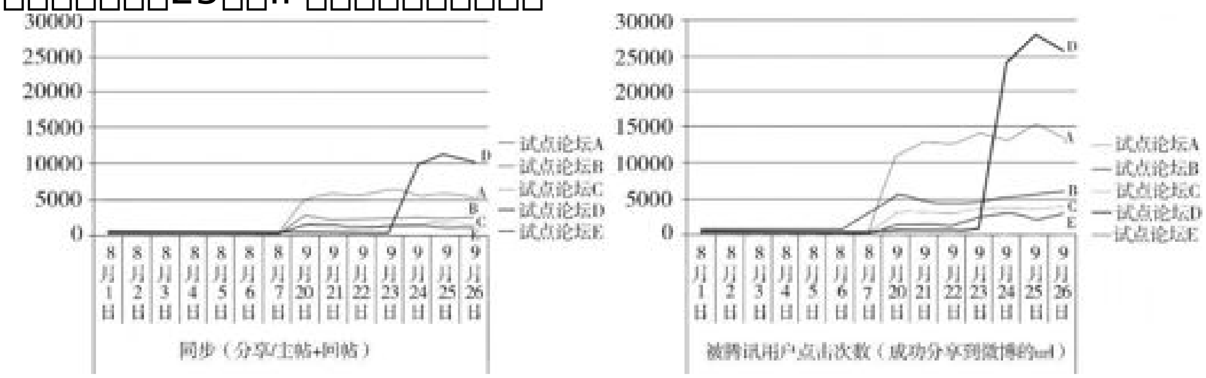

民调中心：【近日中国航班屡屡遭到虚假“炸弹”威胁，你怎么看？】中国3天16架次航班遭遇虚假“炸弹”威胁，包括航空公司、飞机乘客都受到极大影响，各方损失很大，却自认倒霉无处索偿。新闻背景：http://url.cn/GbXdY9。投票地址：http://url.cn/E5L12A ，
+收听
收起
航班屡屡遭到虚假“炸弹”威胁，你怎么……
航班屡屡遭到虚假“炸弹”威胁，你怎么看？
发起人：民调中心 参与人数：925 类型：多选
威胁者应当加重处罚，现在太轻了 733人(60.73%)
航空公司应该无视那些虚假威胁 19人(1.57%)
这种威胁应当恐怖主义来对待 303人(25.1%)
宁可信其有，不可信其无 152人(12.59%)
提 交
同时转播
也参与了这个投票
相关热点：航班频遭虚假威胁
今天 13:32 阅读(14万) 全部转播和评论(837)
转播 | 评论 | 更多

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魏明
我在看【视频:祈福雅安,雅安挺住】：9点到现在，一直和团队浸在雅安地震的报道工作中。电视一直开着，电脑，手机，iPad不停地刷屏，刷出来的还有令人悲痛的节节上升的死亡数字。看到这段视频，或许是我见过……http://url.cn/BxJq3k (分享自@优酷)
相关热点：四川芦山7级地震
4月20日 23:34 阅读(2048) 全部转播和评论(1)
(1) 转播 评论 收藏

[illegible]“[illegible]”[illegible]2012[illegible]Discuz[illegible]

网站名称	帖子分享量	回流量（URL点击）	回流百分比
试点论坛A	38,759	93,676	241.69%
试点论坛B	16,229	36,834	226.96%
试点论坛C	9,679	23,774	245.62%
试点论坛D	32,295	80,367	248.85%
试点论坛E	6,915	15,397	222.66%
5家论坛合计	103,877	250,048	240.72%



同步（分享/主帖+回帖）

日期	9月20日	9月21日	9月22日	9月23日	9月24日	9月25日	9月26日	一周分享合计
试点论坛A	5, 013	5, 728	5, 549	6, 356	5, 262	5, 701	5, 150	41, 177
试点论坛B	2, 779	2, 089	2, 131	2, 182	2, 404	2, 181	2, 463	16, 229
试点论坛C	1, 487	1, 362	1, 153	1, 330	1, 501	1, 364	1, 482	9, 679
试点论坛D	286	282	221	287	9, 661	11, 297	10, 261	32, 295
试点论坛E	1, 053	811	591	1, 236	1, 296	826	1, 102	6, 915
			5家论坛合计					106, 295

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日期	9月20日	9月21日	9月22日	9月23日	9月24日	9月25日	9月26日	一周回流合计
试点论坛A	11, 080	12, 917	12, 768	14, 366	13, 357	15, 384	13, 804	93, 676
试点论坛B	5, 767	4, 771	4, 558	4, 620	5, 452	5, 510	6, 156	36, 834
试点论坛C	3, 136	3, 208	2, 957	3, 389	3, 813	3, 500	3, 771	23, 774
试点论坛D	648	619	505	742	24, 038	28, 136	25, 679	80, 367
试点论坛E	1, 556	1, 620	1, 379	2, 602	3, 076	2, 248	2, 916	15, 397
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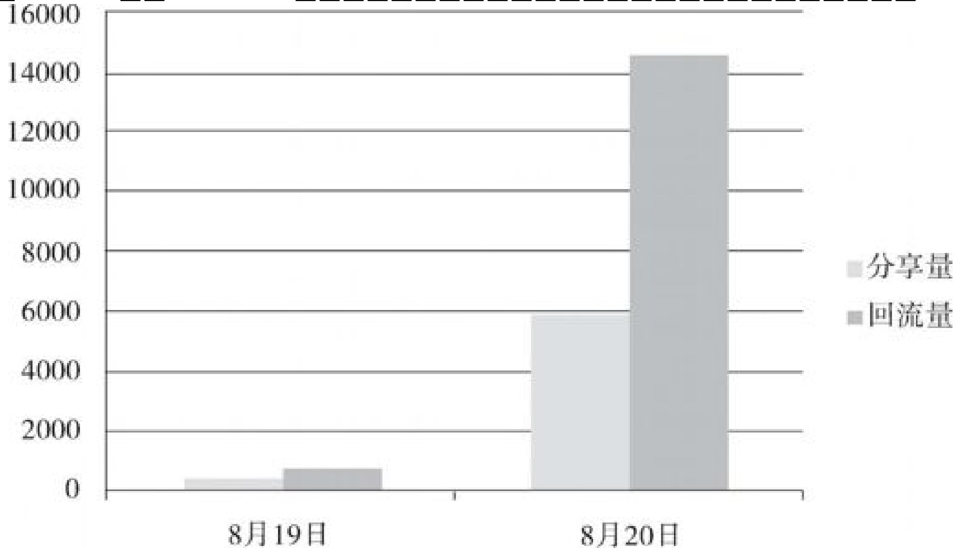
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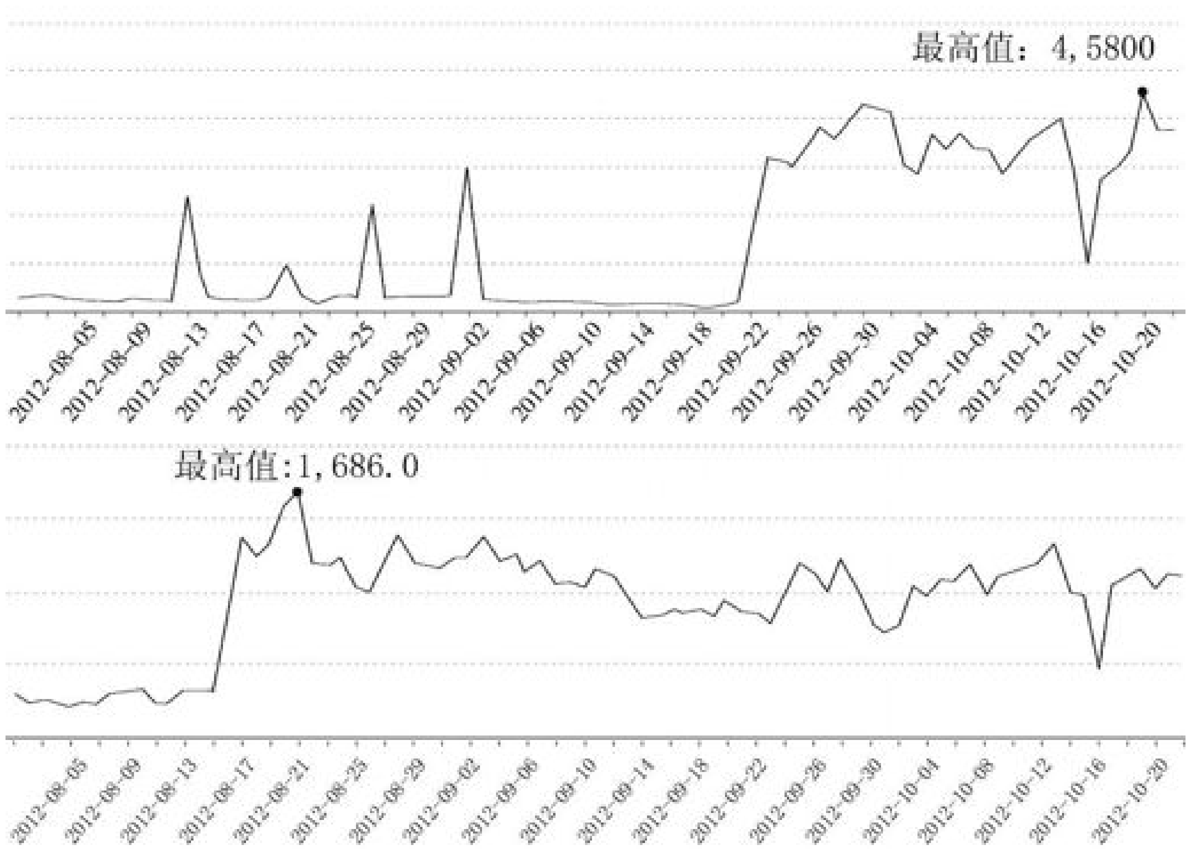
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社交红利

第四章

流动的魅力

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19

“19”

BBS UGC

User Generated Content

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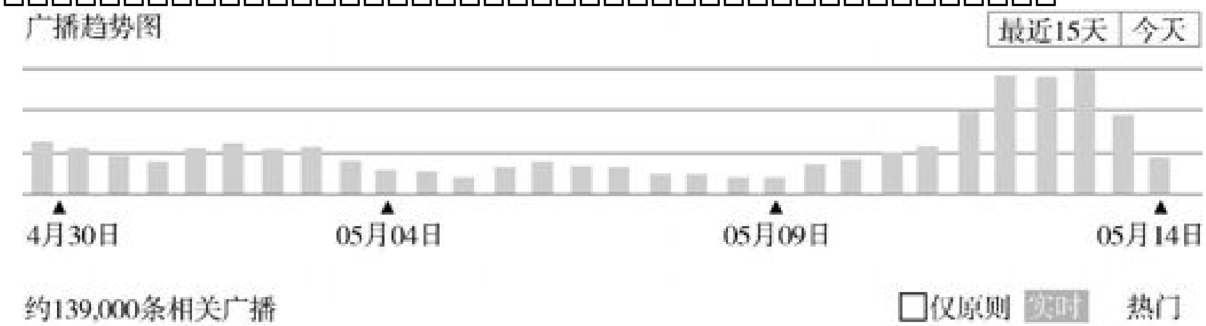
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定向用户
点击广告
进入网站
或应用
使用并分享
拓展流量


广播趋势图
最近15天
今天
4月30日
05月04日
05月09日
05月14日
约139,000条相关广播
仅原则
热门

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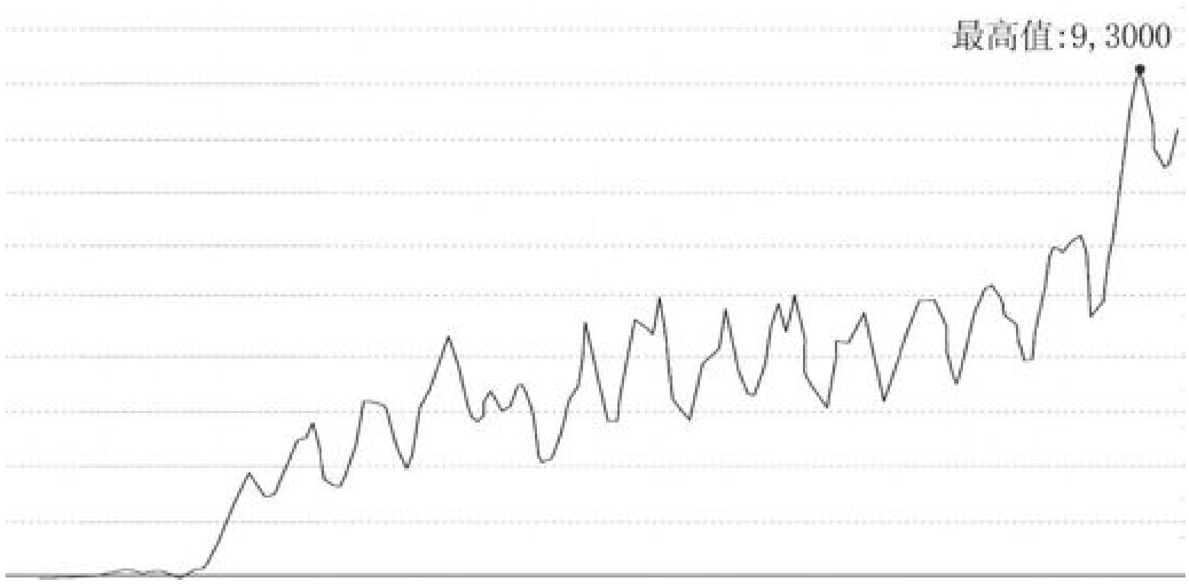
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日期	分享消息里	互动次数	互动百分比	URL被点击次数	日凑百分比
2012/9/9	112,764.00	6,195.00	5.49%	771,307.00	684.00%
2012/9/8	115,026.00	4,720.00	4.10%	726,217.00	631.36%
2012/9/7	104,159.00	4,738.00	4.55%	659,548.00	633.21%
2012/9/6	98,429.00	4,401.00	4.47%	664,887.00	675.50%
2012/9/5	105,160.00	5,459.00	5.19%	683,710.00	650.16%
2012/9/4	110,024.00	6,586.00	5.99%	681,766.00	619.65%
2012/9/3	103,077.00	7,375.00	7.15%	639,076.00	620.00%


最高值:9,3000

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[illegible]K[illegible]K[illegible]@[illegible]300%[illegible]

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[illegible]7%[illegible]10[illegible]11[illegible]70[illegible]

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[illegible]CEO[illegible]

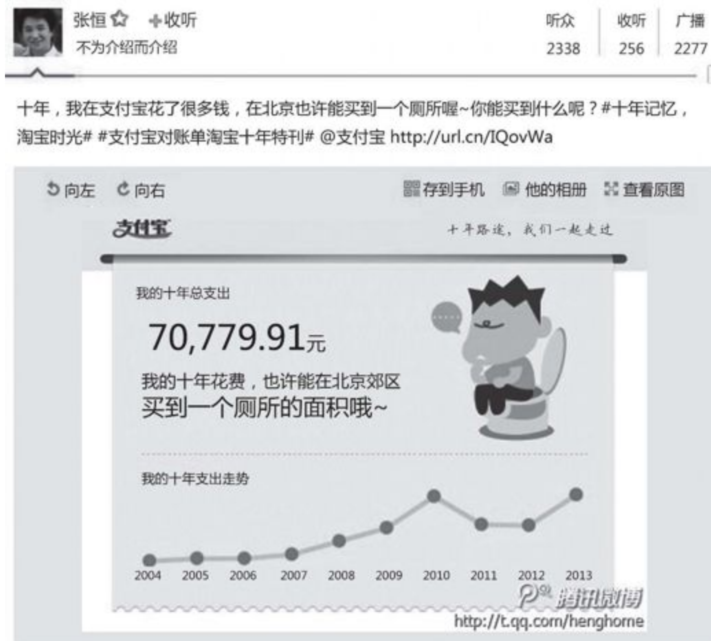
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2013[illegible]5[illegible]8[illegible] [illegible]30[illegible]“[illegible]”[illegible]“[illegible]”[illegible]30[illegible]5[illegible]9[illegible]10[illegible]2a/2s[illegible]@[illegible]4[illegible]

[illegible]20[illegible]170[illegible]80[illegible]12%[illegible]

[illegible]“[illegible]”[illegible]QQ[illegible]


张恒 收听
不为介绍而介绍
听众 2338
收听 256
广播 2277
十年，我在支付宝花了很多钱，在北京也许能买到一个厕所喔~你能买到什么呢？#十年记忆，淘宝时光# #支付宝对账单淘宝十年特刊# @支付宝 http://url.cn/IQovWa
向左 向右
存到手机 他的相册 查看原图
支付宝
十年路途，我们一起走过
我的十年总支出
70,779.91元
我的十年花费，也许能在北京郊区
买到一个厕所的面积哦~
我的十年支出走势
2004 2005 2006 2007 2008 2009 2010 2011 2012 2013
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2013[illegible]4[illegible]23[illegible]The Vampire Diaries[illegible]·[illegible]Ian Somerhalder[illegible]·[illegible]Damon Salvatore[illegible]100[illegible]“[illegible]Damon”[illegible]“[illegible]+[illegible]+[illegible]”[illegible]

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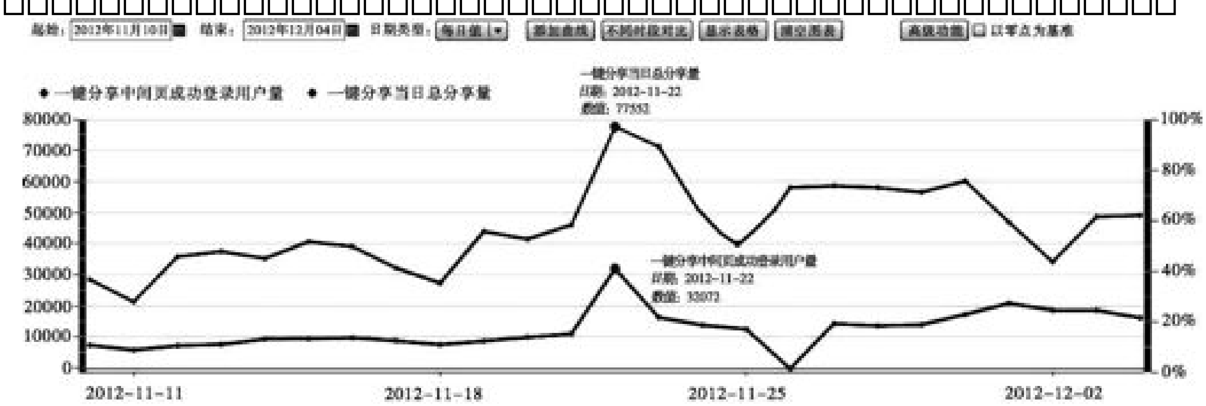


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[illegible]22[illegible]12[illegible]1[illegible]38[illegible]QQ[illegible]iPad[illegible]3.2[illegible]1.8[illegible]



2012[illegible]11[illegible]10[illegible]-12[illegible]4[illegible]

[illegible]16%[illegible]97%[illegible]

	活动前	活动后	活动后较活动前增长	百分比
日平均登录用户量	9,106	1,7915	8,809	97%
日平均分享量	38,018	4,4023	6,005	16%

2012[illegible]11[illegible]10[illegible]-12[illegible]4[illegible]

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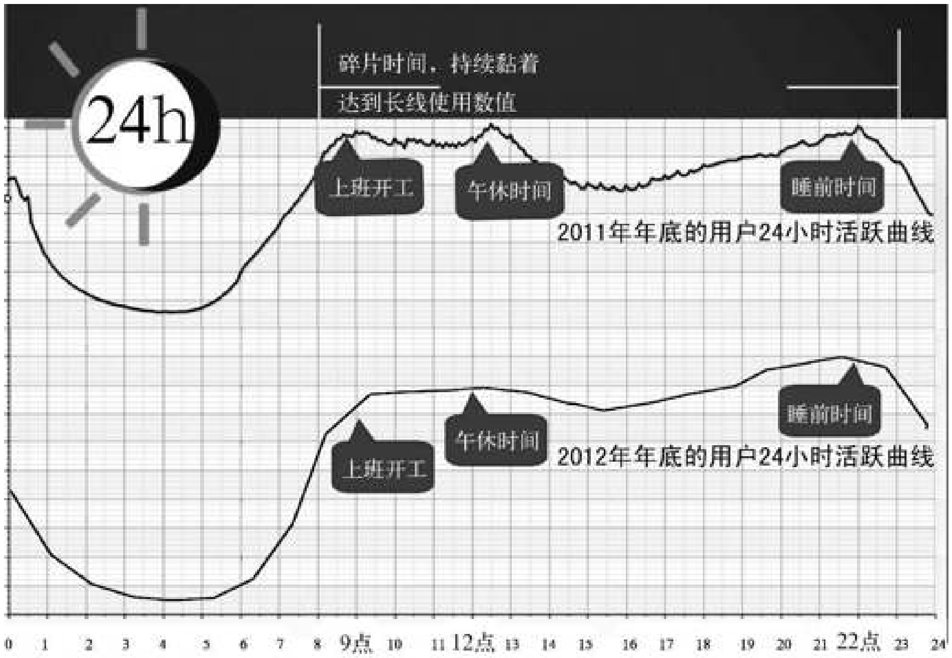
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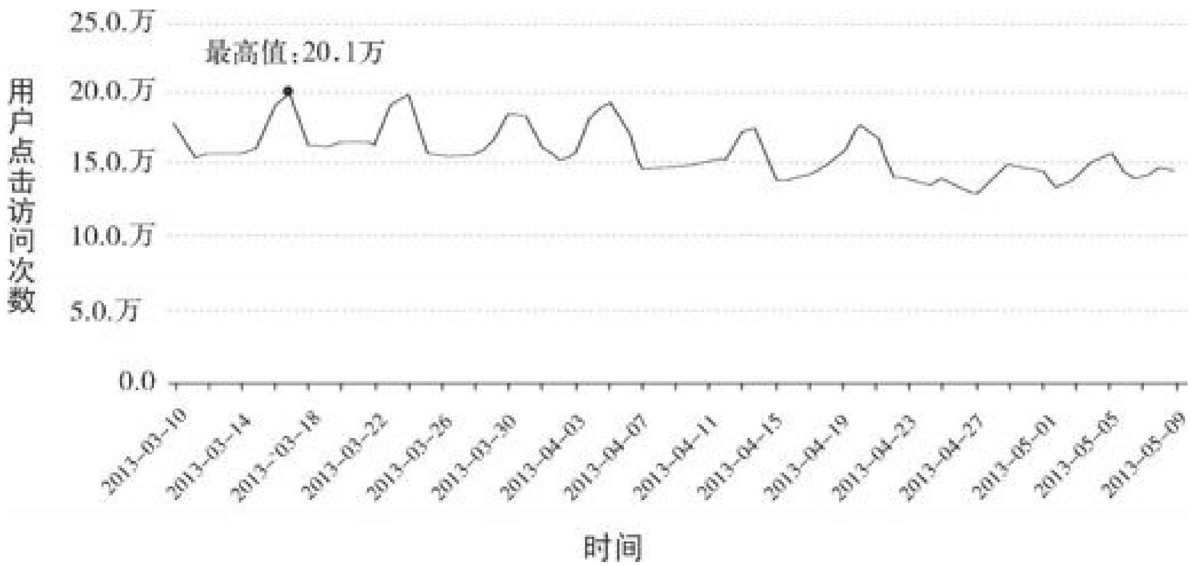


24h
碎片时间，持续黏着
达到长线使用数值
上班开工
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2012年年底的用户24小时活跃曲线
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最高值:20.1万
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用户点击访问次数
2013-03-10
2013-03-14
2013-03-18
2013-03-22
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2013-04-03
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2013-04-11
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时间

社交红利

第五章

开放与新红利

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社交红利

第六章

社交网络中关于未来演进的 21 个猜想

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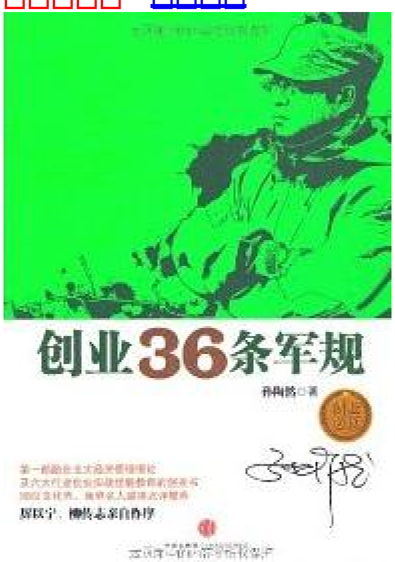
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The Future of a Radical Price
商业的未来


精益创业
新创企业的成长思维
Eric Ries
THE LEAN STARTUP


BRAND WASHED
品牌洗脑


平台战略
PLATFORM STRATEGY


DIFFERENT
Escaping the Competitive Herd
哈佛
最受欢迎的营销课
如何打造
脱颖而出的品牌